

Kmart to open second Super Center on Monday - San Antonio Express-News (TX) - May 21, 1994 - page 2B

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Kmart Corp. will open its second Super Kmart Center in San Antonio on Monday in a "soft" opening.

Such openings are when retailers quietly open their doors to give employees time to use what they've practiced. The grand opening is May 29.

"The response from the San Antonio market has been fantastic," said Kmart spokeswoman Michele Jasukaitis.

The new 171,620 square-foot store at 2015 S.W. Loop 410 will employ 600 people. It joins the first area Super Kmart, at 12300 San Pedro Ave, which opened in February.

A third such store is being readied at the northwest corner of O'Connor Road and Interstate 35.

With the latest opening, Kmart's will have 141 stores, employing 19,013 people, in Texas.

Its growing Super Center concept offers pharmaceutical, floral, and dry-cleaning services, among others.

Unlike traditional Kmart stores, the so-called Super 'K' stores also offer groceries, shoe repair and a Sight and Save Optical department around-the-clock.

In January, the San Antonio Express-News reported that five of the chain's traditional stores in San Antonio would close permanently or be folded into new supercenters.

Jasukaitis confirmed that the store at **7142 San Pedro Ave.** has shut, but the others scheduled for closing remain open.

Kmart is smart to open these brighter, larger stores, and likely will be able to keep pace with the competition, for a while, analysts said.

"These supercenters offer the convenience of time for shoppers," said Larry Gresham, a marketing expert at Texas A&M University.

"They get one-stop shopping. They can have their laundry done or glasses fixed while they shop. Wal-Mart did this first," Gresham said.

"Retailers always must experiment with better ways to serve customers," he said. K mart opens

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